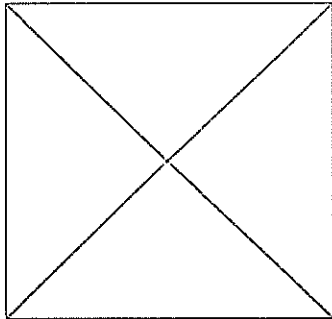


Exhibit 11 to Plaintiff's  
Memorandum of Points and Authorities  
in Support of Its Motion for Temporary  
Restraining Order and Preliminary Injunction  
(PX01331)

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## Investor FAQ

### 1. Please describe Wild Oats Markets' business?

Wild Oats Markets, Inc. is a leading natural and organic foods retailer with stores in the U.S. and Canada. Our stores offer a complete selection of natural foods and supplements. The company also features environmentally conscious and cruelty-free body care and household products. Stores within the Wild Oats Markets, Inc. family include: Wild Oats Natural Marketplace, Henry's Farmers Markets, Sun Harvest and Capers Community Markets. The Company also offers an expanding selection of its own private label products under the Wild Oats and Henry's names.

### 2. What are Wild Oats Markets, Inc.'s business strategies?

The long-term strategy of the Company is to lead the natural and organics products industry. We will achieve this through the following strategies for growth:

1. To grow through new store development with an emphasis on achieving greater saturation in our existing markets;
2. To continue to drive sales growth through marketing and merchandising programs, which directly enhance comparable store sales, build greater customer awareness of Wild Oats, increase customer traffic into our stores and drive higher average basket size and item counts per customer;
3. To drive a customer service mindset throughout our organization;
4. To grow our margins through centralized purchasing, better category management, investment in IT systems and operating efficiencies in our stores; and
5. To build a strong national brand through untraditional retail alliances.

### 3. How many shares of Wild Oats Markets, Inc. stock are outstanding and what is the Company's market cap?

Wild Oats Markets, Inc. has approximately 28.5 million shares of common stock outstanding. Based on a \$12.50 share price, Wild Oats has a market cap of approximately \$356 million.

### 4. What is driving growth for the Company?

According to The Natural Foods Merchandiser, an industry analyst and news source, the natural products industry is approximately \$44.5 billion. This is expected to grow at a compound annual growth rate (CAGR) of 10 percent over the next five years. This growth is being driven by several factors, including:

- Continuing trends towards healthier lifestyles among a broader consumer population.
- Key issues in the media, such as studies linking adverse health affects of synthetic hormones, the implementation of national organic standards and the use of antibiotics in food producing animals are driving greater customer awareness of natural and organic foods.
- Growing focus on food safety and environmental sustainability.
- Organic farms are increasing in numbers and acreage, which is being fueled by

greater demand (20 percent growth in organic products over the past 10 years). This demand is creating more supply, which is helping to reduce the price barrier for organic products.

- Informed, high income and highly educated client base.
- A growing customer base that is expanding beyond the historical core customer.

##### 5. How does the natural food retailer fundamentals compare to the conventional food retailer?

The natural food segment of retail is currently experiencing industry growth in the 5% to 8% range, compared to 0% to 2% for conventional food retailers. In terms of customer profile, the natural foods shopper tends to be highly educated, upper income, informed and committed and will pay a higher price for health, while the conventional food shopper is more difficult to define and spans the socioeconomic continuum, she tends to shop for convenience and value and isn't typically committed to a particular store. In terms of pricing, natural foods retailers are premium priced, whereas conventional grocers' pricing is highly promotional and is deflationary in selected categories. Finally, average gross margins for natural food retailers are in the 30% to 50% range, compared to 25% to 30%, on average, for conventional food retailers. The following chart provides a comparison:

	Natural food	Traditional grocery
Industry growth	5% - 8%	0% - 2%
Customer Profile	<ul style="list-style-type: none"><li>• Highly Educated</li><li>• Upper Income</li><li>• Informed and Committed</li><li>• Will pay a higher price for health</li></ul>	<ul style="list-style-type: none"><li>• Spans the socioeconomic continuum</li><li>• Non-Committed to a particular store</li><li>• Value-driven</li></ul>
Pricing	Premium	<ul style="list-style-type: none"><li>• Highly promotional</li><li>• Deflationary in selected categories</li></ul>

##### 6. What is management's experience/background?

A new management team recently joined Wild Oats to take the Company to its next stage of growth and development. These individuals bring extensive experience in food, retail and turnaround situations. The following represents the members of the Company's senior management team and their experience and background:

**Gregory Mays**, Chairman of the Board and Interim Chief Executive Officer, Retail Consultant

Past Experience: Former Executive VP, Ralphs Grocery Company and Food 4 Less  
Joined Wild Oats July 2006

**Freya Brier**, Senior VP, Legal and General Counsel

Past Experience: Amgen; Holme, Roberts & Owen  
Joined Wild Oats November 1996

**Roger Davidson**, Senior Vice President, Merchandising and Marketing

Past Experience: H.E. Butt Grocery Company and SuperValu  
Joined Wild Oats October 2006

**Sam Martin**, Senior VP, Operations

Past Experience: ShopKo, Toys "R" Us, Inc., Fred Meyer Stores  
Joined Wild Oats January 2006

**7. When did Wild Oats Markets, Inc. go public and on what exchanges is the stock traded?**

Wild Oats Markets, Inc. went public in 1996 and the Company's stock is traded on the Nasdaq Global Market under the symbol "OATS."  
Wild Oats stock is also traded on the Frankfurt and Munich stock exchanges in Germany.

**8. Does Wild Oats Markets, Inc. pay dividends?**

Wild Oats Markets, Inc. historically has not paid dividends and the Company currently does not have plans to do so.

**9. Does the Company offer a direct stock purchase program?**

Wild Oats Markets, Inc. does not currently offer a direct stock purchase program. Therefore, an interested investor should purchase OATS stock through their broker or through another external tool for stock purchase, such as an online trading account.

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